CENTRAL HOST COMPUTER

44	2	4	32
CONSUMER DATA	MASTER DIGITAL LIBRARY	ADVERTISING DATABASE	SCHEDULES

52

46

REGISTRATION

74

WEBSITE

50

48

END USER DIGITAL LIBRARY

120

CONSUMER'S PERSONAL COMPUTER

86

FIGURE 1

EXAMPLE RECORD STRUCTURE OF MASTER DIGITAL LIBRARY AND END
USER DIGITAL LIBRARY

6 ———————→ ARTIST'S NAME

8 ———————→ TRACK TITLE

10 ———————→ ALBUM TITLE

12 ———————→ GENRE

14 ———————→ TRACK LENGTH

16 ———————→ FILE FORMAT

18 ———————→ BIT RATE

20 ———————→ FADE-IN POINT ("INTRO")

22 ———————→ FADE-OUT POINT ("OUTRO")

24 ———————→ TRACK IDENTIFICATION CODE

26 ———————→ TRACK LOCATION

28 ———————→ ENCRYPTION KEY

30 ———————→ URL

FIGURE 2

EXAMPLE SCHEDULE

40 ————————→ RECORDED ANNOUNCMENT #973

102 ————————→ TRACK #127

36 ————————→ AD #035

38 ————————→ LOCAL INSERT BREAK #048

104 ————————→ TRACK #583

106 ————————→ TRACK #427

108 ————————→ TRACK #727

37 ————————→ AD #350

110 ————————→ TRACK #625

112 ————————→ TRACK #236

39 ————————→ AD #443

42 ————————→ EXTERNAL EVENT #897

FIGURE 3

EXAMPLE RECORD STRUCTURE
CONSUMER DATA

54 ———————→ NAME

56 ———————→ AGE

58 ———————→ GEOGRAPHIC LOCATION

60 ———————→ INCOME

62 ———————→ GENDER

64 ———————→ MARITAL STATUS

66 ———————→ FREQUENT FLYER NUMBER

68 ———————→ FINANCIAL PROFILE

70 ———————→ CAR PREFERENCE

72 ———————→ TRACK ID CODES FOR TRACKS
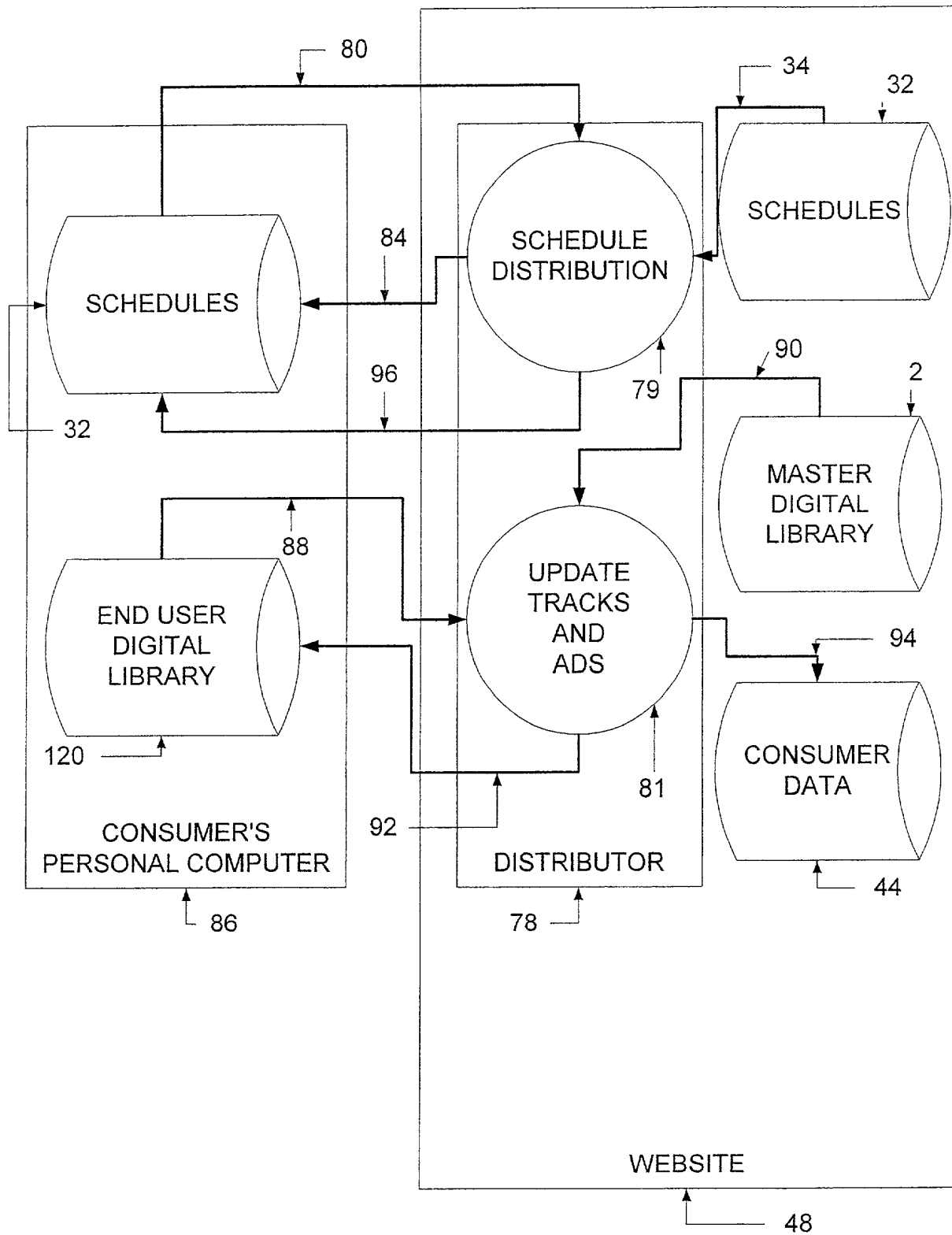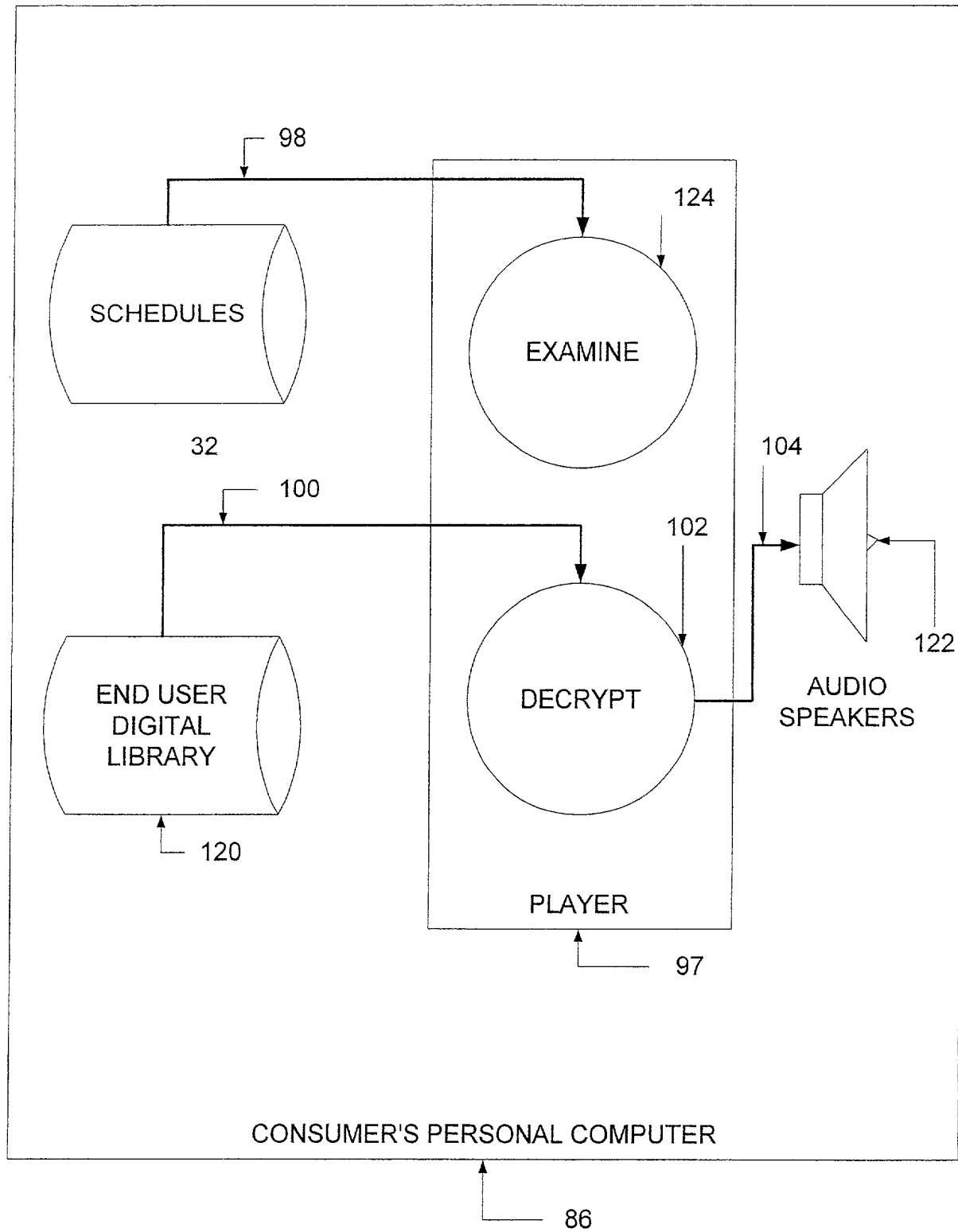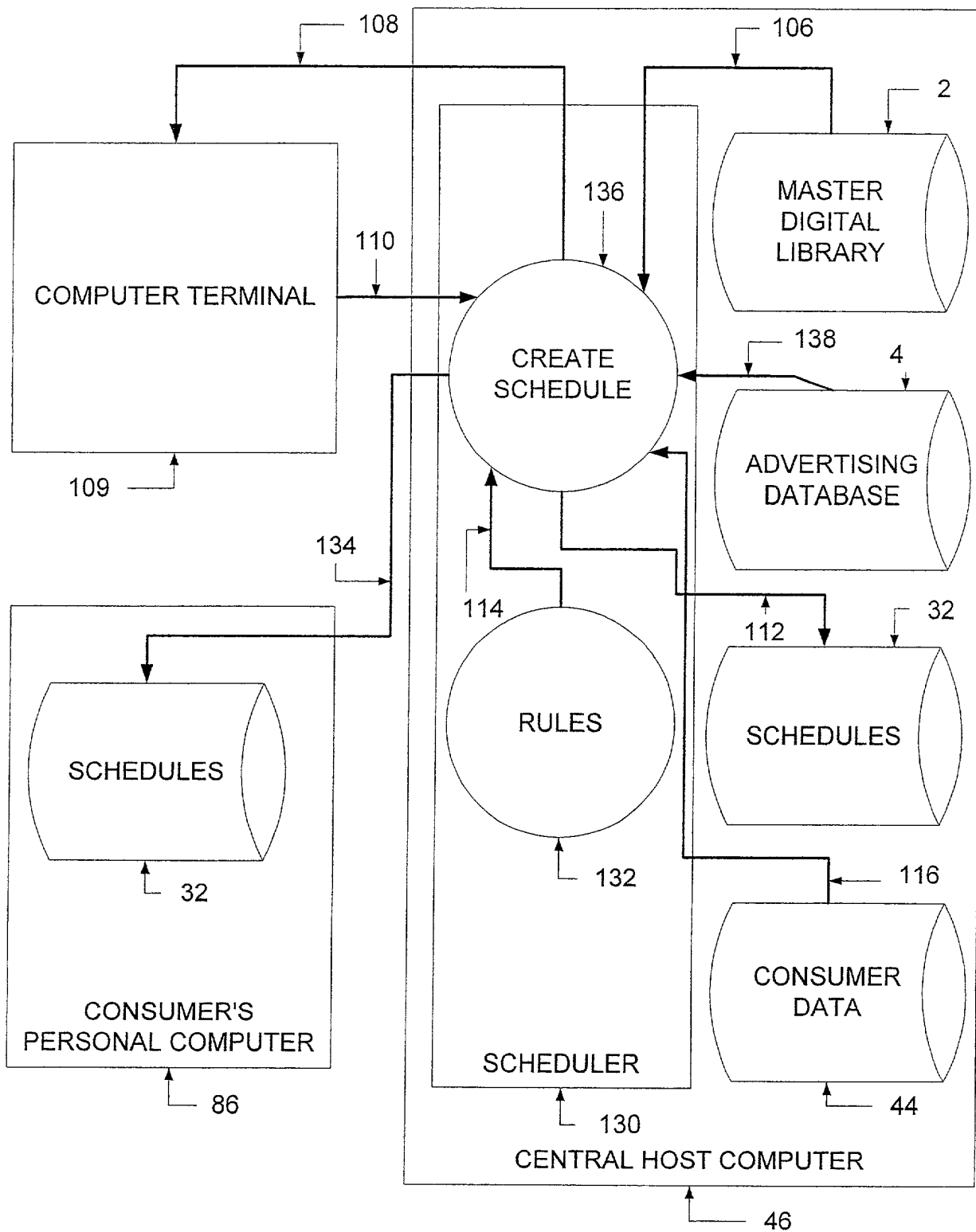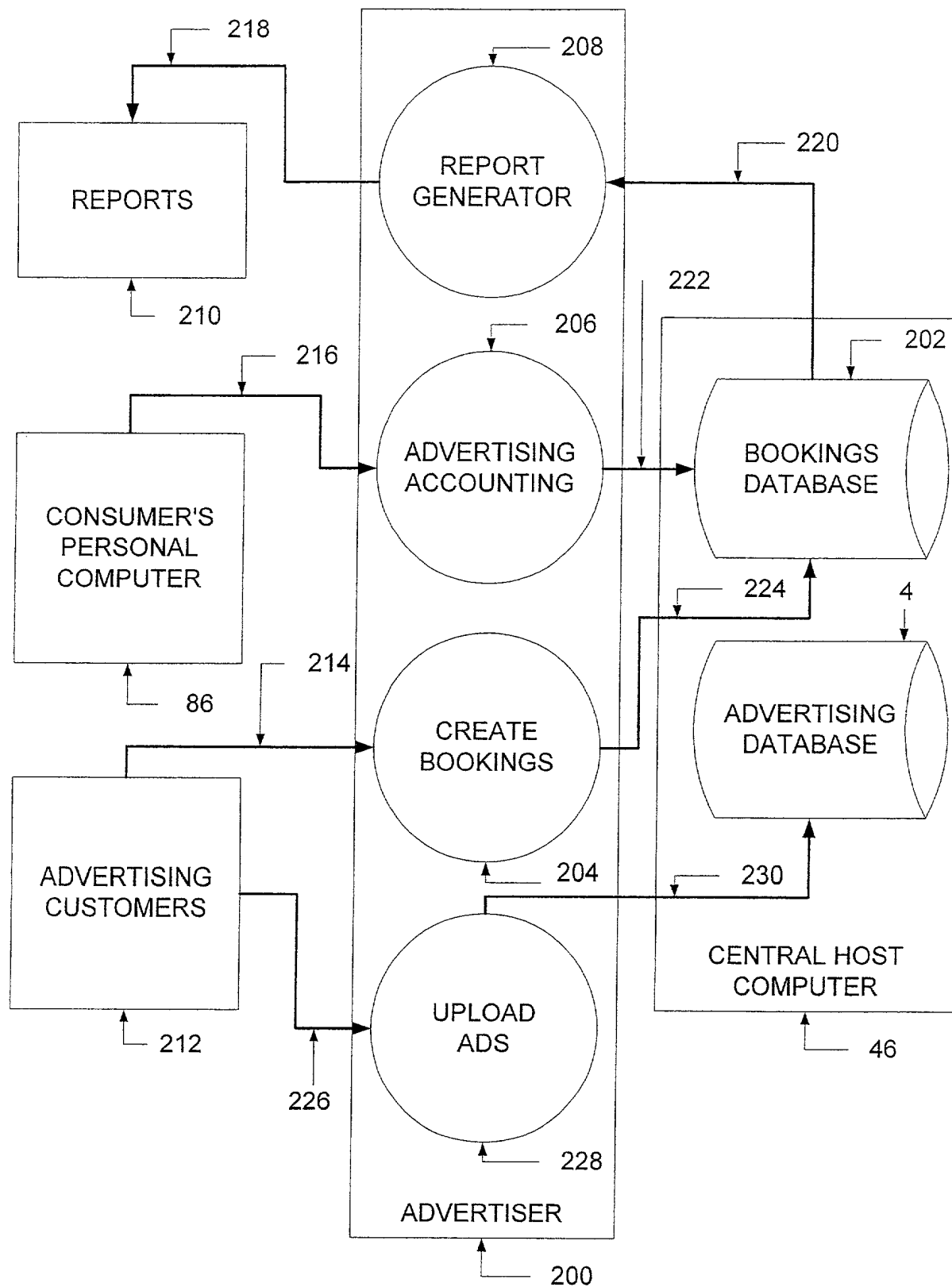STORED IN END USER DIGITAL
LIBRARY

FIGURE 4

FIGURE 5

SCHEDULES — 32

END USER DIGITAL LIBRARY — 120

EXAMINE — 124

DECRYPT — 102

PLAYER — 97

AUDIO SPEAKERS — 122

98

100

104

CONSUMER'S PERSONAL COMPUTER

86

FIGURE 6

FIGURE 7

FIGURE 8

RECORD LABELS

ARTISTS

LIBRARY MAINTENANCE FUNCTION

MASTER DIGTIAL LIBRARY

MAINTAINER

308

312

310

314

302

306

2

304

300

FIGURE 9